

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS HOUSING LOAN IN BANKING SECTOR WITH REFERENCE TO CORPORATION BANKS**

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## **ABSTRACT**

Today banks are facing tough competitions. The customers have a wide choice of brands to select from. In order to survive the competition the banks have to do a better job of meeting and satisfying customer needs than their competitors. In the competitive scenario customer is the king. The normal progression of any concern in today's marketing scenario is highly customer centric. Many finance companies in India provide easy loans and that are processed in a day time. This has made the loan system quite popular. From this study to analyzing the data by using various tools and finding out the level of satisfaction. The study will help the bank to identify the problems in the housing loan scheme provided by the bank. The main aim of the study is to find out the customers satisfaction towards housing loan scheme provided by the bank.